



TOURISM & ACCOMMODATION

This sector enhances travel experiences, offering accommodation, transport, and entertainment services that support global tourism

KEY AREAS

Hospitality management, travel planning, event organization, customer service, and eco-tourism

Popular Careers

Smart Tourism Manager, Virtual Tour Organiser, Smart Hotel Systems Manager, AI-Powered Tour Guide Developer, Sustainable Tourism Consultant, Digital Hospitality Coordinator, Remote Event Manager

Skills needed

Communication, organizational skills, cultural awareness, customer service, and digital booking system expertise

Why it matters

Tourism and accommodation drive economic growth and cultural exchange, boosting local economies and employment

Future look

The sector is increasingly integrating technology with virtual tours, AI-driven booking platforms, and eco-tourism, adapting to the changing preferences of global travelers



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SMART TOURISM MANAGER



He/She leverages IoT and AI to enhance tourist experiences through smart technologies and personalized services. He/she is able to apply specialized information technologies that allow first of all the acquisition, management, analysis and visualization of territorial or geographical data, and know how to use enabling technologies, such as those related to Augmented and Virtual Reality, in order to make the story of heritage and culture more immersive, sensory and customizable through the development of information and tourist reception processes in the context of new generation info points

Working conditions

Most of the work is done in the office; remote work is increasingly common. Sometimes it is necessary to visit tourist destinations directly to evaluate infrastructure, collaborate with local suppliers, collect feedback from tourists and monitor the implementation of technological solutions in the field.

Tasks

Management and development of smart tourist destinations; Development of digital marketing strategies; Data management and analysis of tourist behavior; Implementation of emerging technologies; Coordination and collaboration with stakeholders; Sustainability and management of tourist flows.

Skills

Knowledge of emerging technologies (AI, IoT, Blockchain, Big Data and Analytics; AR, VR); Tourism data analysis; Project Management; Budgeting and financial control, Digital Marketing and SEO, Customer Experience (CX); Sustainability and Social Responsibility; Intercultural skills

Education

Masters' degree in: Tourism Economics or Tourism Management, Computer Engineering, Computer Science or Management Engineering, Digital Marketing or Communication, Master in Smart Tourism or Digital Tourism; Digital Marketing or E-commerce, in Data Analytics or Big Data..

Opportunities

Public sector: Local and regional tourism boards, Smart Cities; Private sector: Travel agencies and tour operators, Hotels, resorts and accommodation facilities, Tourism technology companies, Online tourism platforms, Experiential and sustainable tourism businesses.

VIRTUAL TOUR ORGANISER



He/she offers immersive, VR-based tourism experiences allowing clients to explore destinations digitally. This may include organizing virtual visits to historical sites, museums, cities, natural parks, or cultural events, using immersive technologies. He/She must be able to design and curate every detail of the virtual experience, from visual and multimedia resources to interaction with the public.

Working conditions

He/She works both remotely and in person with very flexible hours, ensuring that he/she meets deadlines for creating and publishing content, as well as planning dates for virtual tours in advance.

Tasks

Virtual tour design; Coordination with guides and local experts; Creation of multimedia content; Management of digital platforms; Customer service and interaction with participants; Promotion of virtual tours through digital marketing; Management of reservations and sales; Analysis of feedback and continuous improvement.

Skills

Digital and technological skills; Storytelling skills, Knowledge of the tourism and cultural sector; Digital marketing skills; Project management skills; Communication and interpersonal skills, Creativity and innovation

Education

Master's Degree in Tourism, Digital Marketing, or Communication; Specialization courses in Immersive Technologies (VR/AR), Content Creation and Digital Media.

Opportunities

Travel agencies and tour operators; Museums, art galleries and cultural sites; Public and private tourism bodies; Technology start-ups in the tourism sector.